

The background of the slide is a photograph of the Grand Hotel Stresa. The building is a large, multi-story structure with a classical facade, featuring a central pediment with a crest and the words "GRAND HOTEL STRESA" above the entrance. The building has multiple balconies with white railings. In the foreground, there is a large, ornate fountain with several water jets. The sky is clear and blue.

Blueprint for EUROSCAPE 2020

Proceedings

of the High Level Landscape Seminar

Stresa (Italy) 23 May 2008

***REFRAMING THE
FUTURE OF THE
EUROPEAN
LANDSCAPE***

***POLICY VISIONS AND
RESEARCH SUPPORT***



Blueprint for EUROSCAPE 2020

REFRAMING THE FUTURE OF THE EUROPEAN LANDSCAPE

PROCEEDINGS

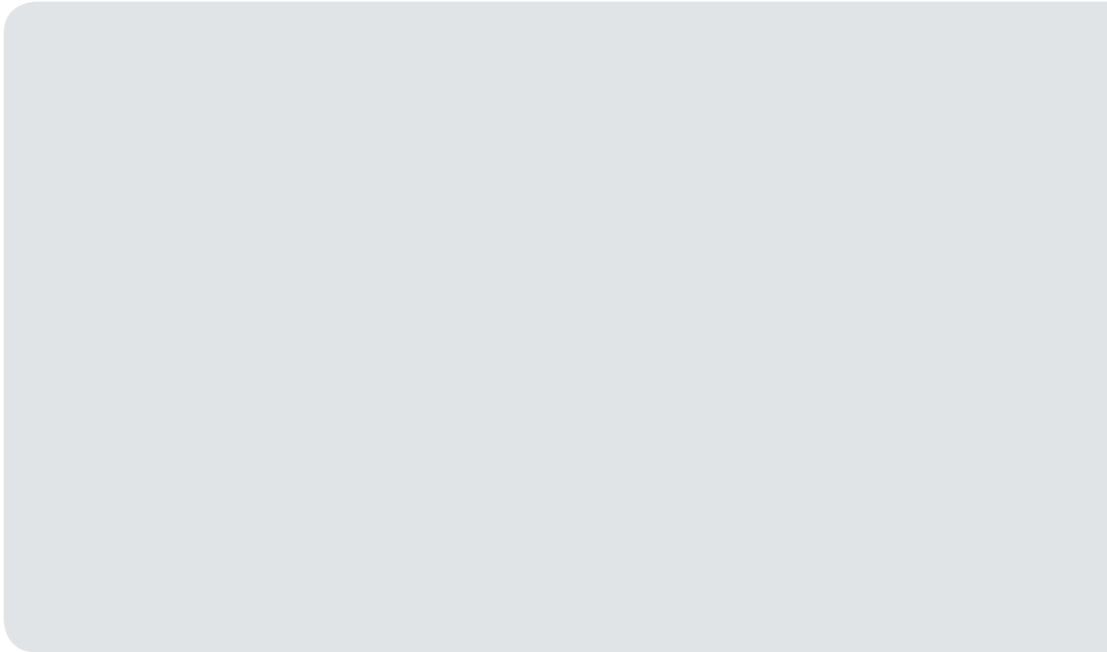
OF THE HIGH LEVEL LANDSCAPE SEMINAR IN STRESA (ITALY) 23 MAY, 2008

LANDSCAPE EUROPE, Wageningen

August 2008



E U R O S C A P E 2 0 2 0



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From Vision to Action

E U R O S C A P E 2 0 2 0



On May 23rd, the high-level seminar in Stresa, Italy, succeeded in launching the Euroscape 2020 process at the level of both the European Union and its Member States. The central objective of this seminar was to raise awareness among key European policy representatives that the diverse and unique characteristics of European landscapes are vulnerable towards globally driven land use change dynamics and that landscape-based policy, research and design tools can provide the type of horizontal integration that is currently missing. By calling for more explicit landscape goals as part of the EU's rural development schemes, new forms of governance and reporting as well as a stronger synergy between national and European

spatial planning initiatives, Euroscape 2020 generates visions for some very pressing environmental and social problems. It became clear that national activities in support of the European Landscape Convention (ratified by 29 countries) can form effective contributions to EU policy implementation in various sectors and vice versa. Though labeled as ‘high-level’, many participants put strong emphasis on the need for linking up with the regional and local dimension of landscapes: too often, only a few policy and research experts are exchanging their views, maps and indicators. Consequently, several follow-up activities are geared towards extending Euroscape 2020 towards other national and international fora, such as the forthcoming Permanent

European Conference for the Study of the Rural Landscape (Lisbon & Óbidos, Portugal) and the “100 Days of Culture, Gardens and Landscape” at the Triënnale of Apeldoorn in the Netherlands. Some of the identified actions will require the targeted involvement of European institutions. This means that future policy development and implementation – especially in the field of agriculture, regional planning, biodiversity, tourism and energy – is meant to more explicitly address landscape in terms of character, function and design.

After a period of intensive preparation of more than one year, the *High Level Landscape Seminar* in Stresa (Lago Maggiore, Italy) on 23 May 2008 succeeded in launching the EUROSCAPE2020 process at the level of both the European Union and its Member States. About 40 internationally experienced landscape researchers entered a stimulating dialogue with 20 policy makers in lively interaction. The presence of policy makers from relevant European and national agencies provided substantial and insightful input on the institutional and political dimension of the Stresa agenda¹. The resulting problem-oriented and constructive debate – guided by professional facilitation – led to valuable observations and conclusions, both of which forming the cornerstones of these proceedings. Main achievements are:

- Widely shared view by policy makers and the research community that European landscapes are of high social, economic and environmental relevance and require more efforts to increase their profile and visibility as a European concern: “*landscape belongs on the EU policy agenda*”;
- Very favourable reception and resonance of the *Blueprint for EUROSCAPE 2020*; many addressees, among them also those that had not been able to come, welcome its visionary scope and the proposed actions as being politically crucial and timely;
- Launching of the EUROSCAPE2020 process with a 9-part action plan linking European spatial vision with stakeholder needs at the regional level and inviting a wide range of

European institutions to join a process of dialogue, integration and mutual support.

The parallel sessions generated pro-active input by many participants pointing at a number of opportunities for enhancing the cooperation between research and policy. Major points of common interest were:

- the local-regional dimension of landscape impact and knowledge,
- awareness raising,
- EU policy implementation and its impacts on rural development and landscape quality,
- knowledge transfer, reporting and monitoring, and
- the establishment of a European Landscape Observatory function.

¹ The invitational seminar was opened by the Minister of territorial policies and environmental resources of the Italian Regione Piemonte, Prof Sergio Conti, followed by Giovanni Bidoglio, Head of the Rural, Water and Ecosystem Resource Unit at JRC's Institute of Environment and Sustainability. The European Commission was further represented by Ms Caroline Raes (DG Agriculture and Rural Development) and Ms Michaela Gensheimer (ESPON) who highlighted forthcoming issues in rural development and spatial assessments with regard to the role of landscape. From the national perspective, Ms Anita Wouters, Director General of the Netherlands Ministry of Agriculture, Nature & Food Quality demonstrated commitment and a 'broader view' when presenting the Dutch perspective on landscapes in a European context. Ms Beate Jessel, president of the German Federal Agency for Nature Conservation, called for strengthening the links between biodiversity and landscapes when reporting back from the 6th Conference of the Parties on CBD which was taking place at the same time in Bonn. Also high government officials from Hungary, UK and Estonia were present.

Serious expressions of interest had been received from EC DG Regio, EEA, and from French, Spanish and Slovak Ministries, who could not be present at the event itself.

The following section provides a brief account of the presentations made and the items discussed.



OPENING
Bas Pedrolí
(Secretary General
LANDSCAPE EUROPE,
chairman of the day)

After having produced Europe's Living Landscapes², which draws upon the comprehensive expertise of the LANDSCAPE EUROPE network in addressing the challenges of the European landscapes in a scientific way, LANDSCAPE EUROPE now wishes to discuss the consequences and prospects for the European policies' impacts on landscape. The Blueprint for EUROSCAPE2020³ has been distributed to all participants to set the scene for today's debate. In the Blueprint a

clear concern for landscape is reflected, which is a very precious asset of Europe, and which is degrading in many places though bringing positive economical effects. The EU has several strategies for development (urban-rural, energy, infrastructure, biodiversity, etc.), but the European Commission has no competence in the area of landscape nor of spatial planning; this resides with the Member States themselves. On the other hand, several policies of the EU must be considered as a driving force for landscape change at the regional level. The purpose of today's debate is to discuss visions on landscape and concrete action points that are realistic within our institutions and organisations. Much time has been spent on statements about the sustainable development of landscape in Euro-

pe, but the question remains how to make this feasible. Only if we succeed in maintaining high landscape quality, Europe's future generations will be willing to invest into and identify with the places of their origins.

²Pedroli, B., A. Van Doorn, G. De Blust, M.L. Paracchini, D. Wascher & F. Bunce (Eds., 2007): Europe's living landscapes. Essays exploring our identity in the countryside. LANDSCAPE EUROPE, Wageningen / KNNV Publishing, Zeist. 432 p.

³Wascher, D. & B. Pedroli (2008): Blueprint for EUROSCAPE 2020. Reframing the future of the European landscape. – Policy visions and research support. LANDSCAPE EUROPE, Wageningen. 48 p.



WORDS OF WELCOME

Sergio Conti (Minister of territorial policies and environmental resources of the Italian Region Piedmont)

On behalf of the regional government Sergio Conti welcomes the participants. He introduces the very important issue at hand: a responsible landscape development, starting with a clear vision and proceeding towards policy implementation, including the consequences for local development and the associated governance issues. A policy for monitoring rural development is necessary and for this the role of landscape mapping and remote sensing should be stressed.

Mr Conti mentions that crucial issues, as e.g. urbanisation and land consumption, have been discussed in Piedmont already since the late 90s. During the last 15 years land consumption has increased enormously, in Piedmont and Lombardy by 15% and in Liguria by 45%. No solutions are available yet. He pleads for taking the European Landscape Convention seriously, also at all governance levels.

Mr Conti concludes with three final points:

- Landscape is never done, we have to take into account all political choices, concerning e.g. transport and culture.
- Every day life is a value, reflected in the everyday landscape, and
- Scientific reflection has to take into account the spatial aspects, which implies linking the



concept of landscape to the one of 'territory'
in spatial planning.



Giovanni Bidoglio (Head of the Rural, Water and Ecosystem Resource Unit at JRC's Institute of Environment and Sustainability)

In agricultural resources, water resources and ecosystems, the role of landscapes in Europe is increasing. Moreover it provides also aesthetic values. To implement the landscape concept as developed by scientists and required by policies, JRC is active in a number of initiatives. JRC is active globally (e. g. deforestation, desertification, floods), and contributing horizontally by providing landscape assessment through land use modelling, identifying appropriate agri-environmental indicators and assessing rural develop-

ment policies. JRC is acting as well through networking with other institutes.



ASSESSING SUSTAINABLE LAND USE FROM THE PERSPECTIVE OF THE COMMON AGRICULTURAL POLICY

Caroline Raes (European Commission DG Agriculture and Rural Development)

Ms Raes focuses on the need of sustainable land use from the perspective of the CAP. Impact assessment for targeted land use change is complex and appropriate tools are not available yet. At the moment the CAP Health Check 2008 is ongoing (budget, rural development, market and income, horizontal rules). There is a shift in focus from sector policies to a spatial approach.

A large need is felt to base our policies on a sound analytical foundation, using integrated impact assessment of policy measures in a geographical perspective.

The approach of EUROSCAPE2020 can be helpful: Criteria need to be established and targets set, after which assessment can be carried out



During the morning participants were actively involved by asking them to vote on a number of questions. This was done by raising either a red (= No) or green (= Yes) card. After counting the votes a short explanation was asked from some voters.

to provide the basis for sound policy decision. Challenges for the future are demographic and societal developments (depopulation, intensification of land and water use, land use competition, climate change), economic and technical developments (especially in relation to globalisation) and political trends (expectations of citizens, political integration, budgetary restrictions).

Question 1: Should the DG Agri have the principal responsibility for EU landscape policies?

75% No, 25% Yes

No: The word “principal” is too strict.

Yes: This would just be the most pragmatic way to address landscape in European policy.



THE ROLE OF EUROPEAN TERRITORIAL OBSERVATION IN SUPPORTING POLICY DEVELOPMENT

*Michaela Gensheimer
(Cluster Coordinator Project Development and Coordination, ESPON)*

The role of a European territorial observation network is to support policy development. Ms Gensheimer presents the results of the ESPON programme thus far: new results and insights have been achieved on many themes and through integrated analysis; the territorial impact analysis of EU sector policies has made

progress, and scenarios have been developed focusing on the main challenges, all with a clear spatial dimension.

She then introduces the challenges ahead: Ageing and migration processes; globalisation with increasing global pressure to restructure and modernise, new emerging markets & technological development; Climate change with new hazard patterns; Energy supply with increasing prices; Transport and accessibility/ mobility with saturation of euro-corridors and urban transport clogging up; Spatial differentiation with territorial concentration of economic activities in the core area of Europe and further EU enlargements.

Ms Gensheimer concludes with highlighting the future ESPON2013 programme. Policy develop-

ment is demanding territorial evidence and ESPON will continue to support this by providing the information needed. She stresses that there are good possibilities for landscape issues to be incorporated in ESPON projects.

Question 2: Should an urban-rural typology provide targets for European spatial development?

33% No, 67% Yes

No: In the presentation the drivers were shown, not targets, so this would not help.

Yes: It is time to reconsider rural-urban relationships with a clear landscape perspective.



LANDSCAPE GOVERNANCE: UNITY IN DIVERSITY

Anita Wouters (Director General of the NL Ministry of Agriculture, Nature and Food Quality)

Landscape is a man-made feature representing a clear European identity and reflecting a large cultural diversity. But there is also a European unity. The European Union can play a role in the protection and management of the European landscape. The ministry has supported the development of EU-RURALIS⁴, a simulation programme that has been developed on the basis of four scenarios on land use which indicate the impact of drivers like global economy on land

use. The outcomes of these simulations are worrying! Landscape as a social value should be taken into account in European policies. An assessment framework for landscape on impact assessment must be developed. In summer 2008 a Landscape Triënnale is organised in Apeldoorn (NL)⁵. This event will highlight the Belvedere approach, which is a unifying concept to integrate historical, ecological and perception aspects.

Question 3: Do landscape scenario studies really help at explaining landscape change?

10% No, 90% Yes

No: People in the street are generally not involved and thus scenario studies remain academic exercises.

Yes: It can even help steering developments.

⁴ See www.eururalis.eu

⁵ See www.triennale.nl



LANDSCAPE SERVICES IN SUPPORT OF BIO- DIVERSITY TARGETS

*Beate Jessel (Director Federal
Agency for Nature
Conservation, Germany)*

Ms Jessel starts with the statement that the general focus in German policies on nature and landscape is on biodiversity and unfortunately not on landscape. But there is a strong relation between biodiversity and landscape: landscape hosts biodiversity and protection measures are almost always focused on landscapes. People identify with landscapes, not with ecosystems. The CBD (Convention of Biological Diversity) however focuses on the ecosystem approach. The Millennium Ecosystem Assessment identified

different ecosystem services, goods provided by nature to the public. Biodiversity can also be seen as a public good, but the focus should not be on species but on landscape. Public goods need public money. On the other hand, the multi-functionality of agriculture is shown by the diverse services it supplies, these may well support landscape quality. The European budget can serve as a way to fund sustainable development of nature and landscape and as a tool to prevent further damage. There should therefore be a shift from the European budget from pillar 1 to 2. In the same time the integration of policies is needed, because multi-functionality is more difficult to support than a single sector. Policies at different levels must provide clear signals and have a long-term orientation and demonstrate their credibility.

Ms Jessel considers a German ratification of the European Landscape Convention as desirable in order to more effectively contribute to a European discussion on the future of the landscape.

Question 4: Will the EU Biodiversity Strategy lead to a degradation of European landscapes by 2020?

90% No, 10% Yes

No: There can be a risk if biodiversity is strong as cultivated landscapes can degrade.

Yes: Biodiversity will be reduced if the focus is on nature, so biodiversity is more linked to landscape. Biodiversity is very broad, related to ecosystems. Biodiversity is also a confusing term, as it is sometimes seen as species related by the public, but this is not the case. This public perspective could have been caused by the messages put out by nature conservation groups.

Question 5: the inclusion of landscape in biodiversity strategy will give leverage to biodiversity?

10% No, 90% Yes

No: Landscape protection goals might hinder biodiversity objectives.

Yes: Including the spatial dimension of areas between nature reserves, i.e. the landscape dimension, in biodiversity strategy would greatly improve the effectiveness of biodiversity policies.



EUROSCAPE 2020

*Dirk Wascher (Co-ordinator
LANDSCAPE EUROPE)*

Explaining the background of the Blueprint for EUROSCAPE

2020⁶, Mr Wascher introduces the roundtable discussion by suggesting three strategic lines of actions: namely landscape assessment, planning and governance:

(1) establish a policy monitoring for rural development on the basis of landscape criteria and functions:

- Firm establishment of landscape indicators into the monitoring and reporting activities of the European Commission;
- Further development of a European Landscape Character Map and Database with

special attention to cultural, social and recreational aspects in close cooperation with existing landscape expertise;

- Establishment of a European Landscape Observatory and European Clearing House;
- European research initiative to develop a landscape functional approach for future monitoring and reporting;

(2) introduce new spatial planning instruments to support , Rural Retreat, Remote Areas and Vital Bridges:

- Develop a clear spatial vision for Europe, focussing on vital bridges, possibilities for rural retreat, and energising remote regions.
- Identify priority regions for launching spatial

⁶ See <http://landscape-europe.net/BlueprintLowRes.pdf>. Paper copies of this document can be ordered from the LANDSCAPE EUROPE Office.

regional development plans with clear references to landscape visions in which European and regional/national objectives are integrated.

- Design an appropriate Rural Development Strategy 2013 – 2020, including landscape quality aims.

(3) develop new forms of governance involving local and regional authorities, people and decision-makers:

- European Union signs the European Landscape Convention and develops guidelines for the management, protection and development of sustainable landscapes;
- DG Regio, DG Agri, DG Env integrate landscape references explicitly in their policies – e.g. a set of landscape quality objectives into

Cross-Compliance;

- DG Regio and ESPON initiate the development of a European Spatial Development Strategy (ESDS)

Elements of Figure 1 have played an important role in the Euroscape 2020 Blueprint as well as throughout the Stresa conference. The *leisurescape* data has been produced for the Triennale of Apeldoorn⁵ and shows landscape-oriented recreational activities in the European Union based on EU statistics. This information is superimposed by data on a land abandonment scenario for 2020 by EURURALIS⁴, a context that has been part of the Dutch Ministry presentation.

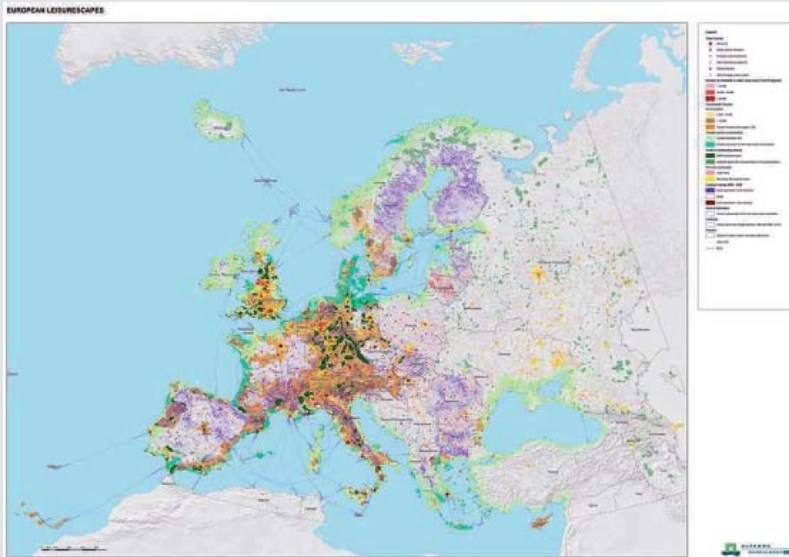


Figure 1: European Leisurescapes⁷ and EURURALIS Land Abandonment Scenario 2020.

⁷ Wascher, D., Schuiling, R., Hazendonk N. and Looise, B. 2008. *Map of European Leisurescapes. A geographical image of tourist values, trends and potentials in European landscapes.* Alterra, Wageningen.

Round table discussion



A round table discussion followed on viewpoints introduced, led by Paul de Ruiter (centre) with (from left to right) Teresa Pinto Correia, Beate Jessel, Anita Wouters and Jørgen Primdahl

What do you recall from you places of origin and what is worrying you?

All round table participants have strong memories of the landscape they grew up in, but also of the landscapes they have lived in other stages of their lives, like during studies or during different career steps. It is concluded that identity is formed in a local environment and this will remain vivid when you get older and see more of the world.

Main worries are the effects of globalisation on landscape. Other specified worries are biomass production, fragmentation and nitrogen disposition. Many of these problems will need global policy decisions, but these decisions are affecting local areas. People need to become aware of their influence on

the change in landscape and need to become involved.

What would be your dream?

Landscape should play a more prominent role in the discussion amongst policy makers. This should lead to clear European guidelines. On the other hand local people should have more control over their local landscape; this will strengthen the local communities and it will strengthen the connection with the area. Both bottom-up and top down approaches are needed.

What needs to be done, what are the first small steps to be taken; what are you doing?

More education and public awareness, especially among young people, is necessary; this

is also written in the European Landscape Convention where landscape is defined as an area as perceived by people. A proper landscape policy should be the framework for a more integrated and participatory approach. Also in science a more integrated approach is needed.

During the afternoon in a very interactive procedure concrete action plans are formulated and later presented in the plenum for comments. The following action plans are defined.



- 1) Establishment of a European Landscape Knowledge Centre
 - 2) Increased adoption of LEADER and EU initiatives and establishing appropriate networks
 - 3) Reservation of 10% of the rural development budget for landscape by 2020
 - 4) Definition of Landscape Public Projects to improve landscape thinking
 - 5) Evaluation of the implementation of the European Landscape Convention in all countries
 - 6) Regular implementation of Landscape Impact Assessments in the EU
 - 7) Identification of landscape goods and services
 - 8) Creation of public awareness among regional authorities, scientific community and legislators
 - 9) Promotion of education and awareness raising for school children and adults
- The complete action plans are included in the following section.



This conference feels like the first steps in a process. We have now the Blueprint which is small and fits into your pocket to take along with you. The results of this seminar are perhaps even more perceivable in the fruitful exchange of opinions and ideas of this afternoon than in the action plans defined, but many ideas are really

worth to be elaborated. The final results of this conference will be published in a recognisable EUROSCAPE2020 layout. However, LANDSCAPE EUROPE will not stop here but will continue developing these ideas and contributions.

As a stimulus to promote the EUROSCAPE2020 process among policy makers, the Blueprint and the Europe's Living Landscapes book are officially presented by Bas Pedroli to representatives of the EU (Ms Caroline Raes), national (Ms Anita Wouters) and regional (Mr Sergio Conti) policy levels.

The day was brought to an informal close during an enjoyable dinner on the Isola dei Pescatori in the Lago Maggiore.



Due to the short time available the action plans could not be described in all facets. Some action plans have been elaborated in more detail than others, and the items covered in the tables below certainly need further elaboration. The ideas presented however were found significant and need to be elaborated. The enthusiasm for that was clearly present in Stresa!



1) Establishment of a European Landscape Knowledge Centre. The centre should serve the European policy makers to enable them to underpin their policy decisions. It should provide an open access for the public as well. Not only knowledge about landscape should be made available but also knowledge focusing on rural development. This Centre should not be located physically in one country, but should consist of several points in various countries connected through effective networks

Action	Data clearing house function Standardise/harmonise data, identify data ontology Metadata, progress typology, provide contact with stakeholders
Who	the Centre is very important for both European Commission and Council of Europe; initiative could be taken by one of the Networks around the European Landscape Convention
Result	<ul style="list-style-type: none">• Harmonised data and typology, Improved data capture and access, recordings of Landscape stories• Added value to existing data sets (exploratory power),• Periodic assessment
Effort	Strong networking and a small project budget required for starting (EEA?, ESPON?)

- 2) **Increased adoption of LEADER and EU initiatives and establishing appropriate networks,** such as 'ENELC'⁸, 'PURPLE'⁹. Programmes for exchanging experiences, such as 'Nederland Mooi'¹⁰, EURONET¹¹ should coordinate their efforts at European level. Climate change can be a focus. No further details defined as yet.

- 3) **Reservation of 10% of the rural development budget for landscape by 2020.** This lobby will probably take a lot of effort. But it could be taken seriously to try and influence thinking on the destination and beneficiaries of the rural development budgets. No further details defined as yet.

⁸ See www.recep-enelc.net

⁹ See www.purple-eu.org

¹⁰ See www.nederlandmooi.nl

¹¹ See www.euronet.nl

4) Definition of Landscape Public Projects to improve landscape thinking. These projects should be linked to wellbeing, identity and economic development. All different kinds of interests (including private companies) should be involved increasing community feeling.

Objective, final outcome	Landscape thinking	Physical impact	Opportunity for info/learning for others
What	Project with PR value	Improve the physical situation in a village; Green area development	Put forward a project linked to wellbeing, identity, economic development
Who	Politicians, decision makers, stimulated by experts, NGO's	People, citizens, experts NGOs	Economic actors
Deliverable	Sense of place, community, identity, roots	Have an impact on the physical dimension of people's place of life	Have an impact on the people's sense of place

5) Evaluation of the implementation of the European Landscape Convention in all countries.

There does not exist an official reporting of the contracting parties to the Council of Europe on the implementation of the European Landscape Convention. This plan should provide for a bottom-up assessment of the implementation and include recommendations how to eventually improve the situation, and how to learn from good practices in other countries. Visits to these places should be promoted.

Objective, final outcome	Ranking of the measure of implementation of ELC of all countries
What	<ol style="list-style-type: none"> 1) Establish simple pan-European criteria 2) Find organisations of equivalent competency 3) Carry out analysis 4) Assess and publish analysis 5) Formulate recommendations
Who	international organisation with national representatives of an equivalent competency (NGO or similar, quality assured, e.g. CIVILSCAPE), including ourselves as experts or members of NGOs
Deliverable	<ul style="list-style-type: none"> • 27 member state reports • Reports on the state of landscape – EU (present proposal to EEA as a try) • Press launch, publicity, etc.
Effort	€ 500,000 or 1000 person days

6) Regular implementation of Landscape Impact Assessments in the EU.

Landscape is not yet well represented in the EU procedures on EIA, although many attempts are already undertaken to provide methodology for that (e.g. EU projects SENSOR and SEAMLESS). EU desk officers need reliable references for judging schemes and implementations. EU should therefore request more spatially coherent and integrated schemes for policy implementation and subsidy, including a spatial addition to impact assessment. Any proactive policy toward landscape quality should be valid with regard to the landscape character of the areas it refers to.

Action (step)	Strengthen spatial aspect of impact assessment at EU, national, regional level (decision level)
Who	EU: methods and process standards Regional / national: apply and implement Research: provide knowledge and references
Outcome	Regionalised solutions and plans based on standards and knowledge
Effort	EU: data concepts Regional / national: provide data, demonstrate that results are sustainable and stakeholder driven

7) Identification of landscape goods and services

Much debate is going on currently on the feasibility of the concept of landscape goods and services. A European research project should be defined to bring clarity in this debate.

Action (step)	<ul style="list-style-type: none"> • Conference/survey on available concepts, tools and methods • Clarification of differences, gaps • Survey on practical assessments and case study applications, identifying questions • Bringing scientific and applied aspects of the work together, e.g. demand and supply, identifying conflicts and synergy of functions, scale definition
Who	research community (LANDSCAPE EUROPE?) together with relevant stakeholders (EC DG Research?)
Outcome	improvement of methods for implementation of regional assessments concerning policy implementation.
Effort	<ul style="list-style-type: none"> • Spatial research: temporal vs spatial services. What scale? For effective control? • Demand: assess the demand among various user groups - what do users look for in the landscape? (at local or regional level) • Scale analysis of demand and supply of landscape goods and services • Design ways to translate the value of public goods into shadow prices

8) Creation of public awareness among regional authorities, scientific community, legislators and the general public

It was widely acknowledged that a crucial aspect of sustainable landscape development in Europe is the awareness of landscape values. Clear efforts should be made to increase this awareness.

Action	Create landscape awareness		
	<ul style="list-style-type: none"> • public recognition of landscape as an element of quality of life • inform the public that we all have rights and responsibilities with regard to landscape (e.g. as defined in the European Landscape Convention) 		
	Education of school children	Education of public	Organise a dialogue between local level and policy makers
Who	<ul style="list-style-type: none"> • Schoolchildren, NGOs, • National governments, EU, scientists 	<ul style="list-style-type: none"> • local people (low/ high educated, old and young) • local government • national and EU level scientists 	<ul style="list-style-type: none"> • policy makers • public (professionals can help with communication)
Outcome	Awareness and ability of children to make a choice	<ul style="list-style-type: none"> • Awareness and appreciation of landscape and preservation of local knowledge • awareness campaign • develop instruments/rules to increase public accessibility of landscapes 	<ul style="list-style-type: none"> • Long term landscape is interesting for short term thinking of decision makers • Local wishes are heard and needs articulated landscape assessment • deconstructing stereotypes, showing opportunities
Effort	Various levels working with a practical goal and with existing resources		Time and other way of working/thinking

The excursion on the next day led to the newly established visitor centre of the Parco Fluviale del Po e dell'Orba in the Vercelli Province.





Paintings of rice fields in the Po Valley (cover; fragments in the inside):

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